

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of printing an interface surface associated with a product item, the method including the steps of:

- (a) determining product identity data, the product identity data uniquely identifies ~~being indicative of an identity of~~ the product item such that the product item is distinguished from each other product item; and,
- (b) controlling a printer to thereby print a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of the product identity data and of the respective positions of the coded data portions on the interface surface.

2. (Previously presented) The method of claim 1, wherein the determining step includes the sub-steps of:

- receiving indicating data at least partially indicative of the identity of the product item; and,
- generating, using the indicating data, the product identity data.

3. (Previously Presented) The method of claim 1, wherein at least one of the product item and the interface surface is associated with an RFID tag, and the determining step includes reading the RFID tag to determine the product identity data.

4. (Previously Presented) The method of claim 1, wherein at least one of the product item and the interface surface is associated with a barcode, and the determining step includes sensing the barcode to determine the product identity data.

5-7. (Canceled)

8. (Previously Presented) The method of claim 1, the method including the further step of:
encoding the product identity data in an RFID tag associated with the product item.

9-10. (Canceled)

11. (Previously Presented) The method of claim 1, wherein the coded data portions are printed in infrared ink.

12-13. (Canceled)

14. (Previously Presented) The method of claim 1, wherein the determining step includes the sub-steps of:

determining an identifier indicative of a nature of the product item;
generating a serial number; and
forming the product identity data from the identifier and the serial number.

15-16. (Canceled)

17. (Previously Presented) The method of claim 1, wherein the product identity data is indicative of an EPC associated with the product item.

18-19. (Canceled)

20. (Previously Presented) The method of claim 1, wherein the coded data portions are redundantly encoded using Reed-Solomon encoding.

21-26. (Canceled)

27. (Currently Amended) A printer for printing an interface surface associated with a product item, the printer being adapted to print a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of product identity data and of the respective positions of the coded data portions on the interface surface, and the product identity data uniquely identifies ~~being indicative of an identity of~~ the product item, such that the product item is distinguished from each other product item.

28. (Previously Presented) The printer of claim 27, wherein the printer at least one of communicates with and includes, a computer system, the computer system being adapted to:

receive indicating data at least partially indicative of an identity of the product item; and

generate, using the indicating data, the product identity data.

29. (Original) The printer of claim 27, wherein the printer prints the coded data portions in infrared ink.

30-31. (Canceled)

32. (Original) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with an RFID tag, the printer being adapted to read the RFID tag to determine the product identity data.

33. (Original) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with a barcode, the printer being adapted to sense the barcode to determine the product identity data.

34. (Previously Presented) The printer of claim 27, wherein at least one of the product item and the interface surface is associated with an RFID tag, and the printer is further adapted to encode the product identity data in the RFID tag.

35. (Previously Presented) The printer of claim 27, wherein the printer is further adapted to encode the product identity data by printing a barcode on the interface surface or the product item.

36-40. (Canceled)

41. (Previously Presented) The printer of claim 27, wherein the coded data portions are redundantly encoded using Reed-Solomon encoding.

42-46. (Canceled)

47. (Currently Amended) A system for printing an interface surface associated with a product item, the system including:

(a) a computer system for:

- i. receiving indicating data indicative of an identity of the product item; and,
- ii. generating, using the indicating data, product identity data uniquely identifies ~~indicative of the identity of~~ the product item such that the product item is distinguished from each other product item; and,

(b) a printing system for printing a plurality of coded data portions on the interface surface, the data of each coded data portion being indicative of the product identity data and of the respective positions of the coded data portions on the interface surface.

48. (Canceled)